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National graduate employability research

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Graduate Employability



A
**Commissioned National
Research Project Funded by**



Australian Government



Office for
Learning & Teaching

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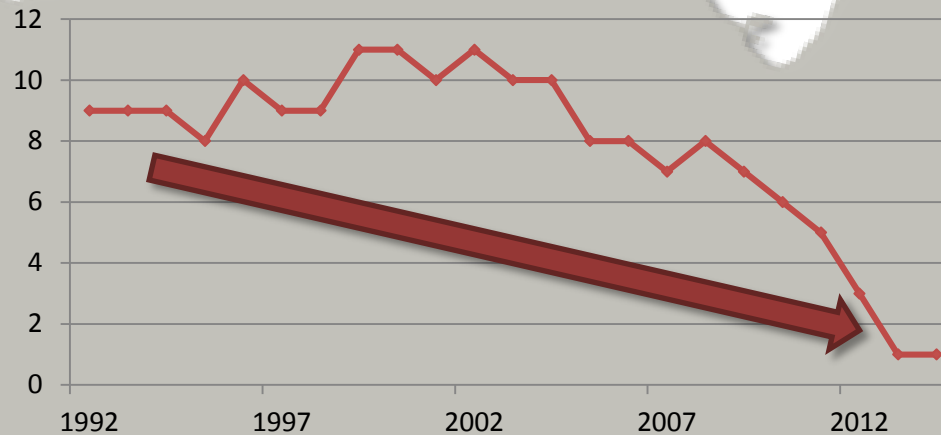
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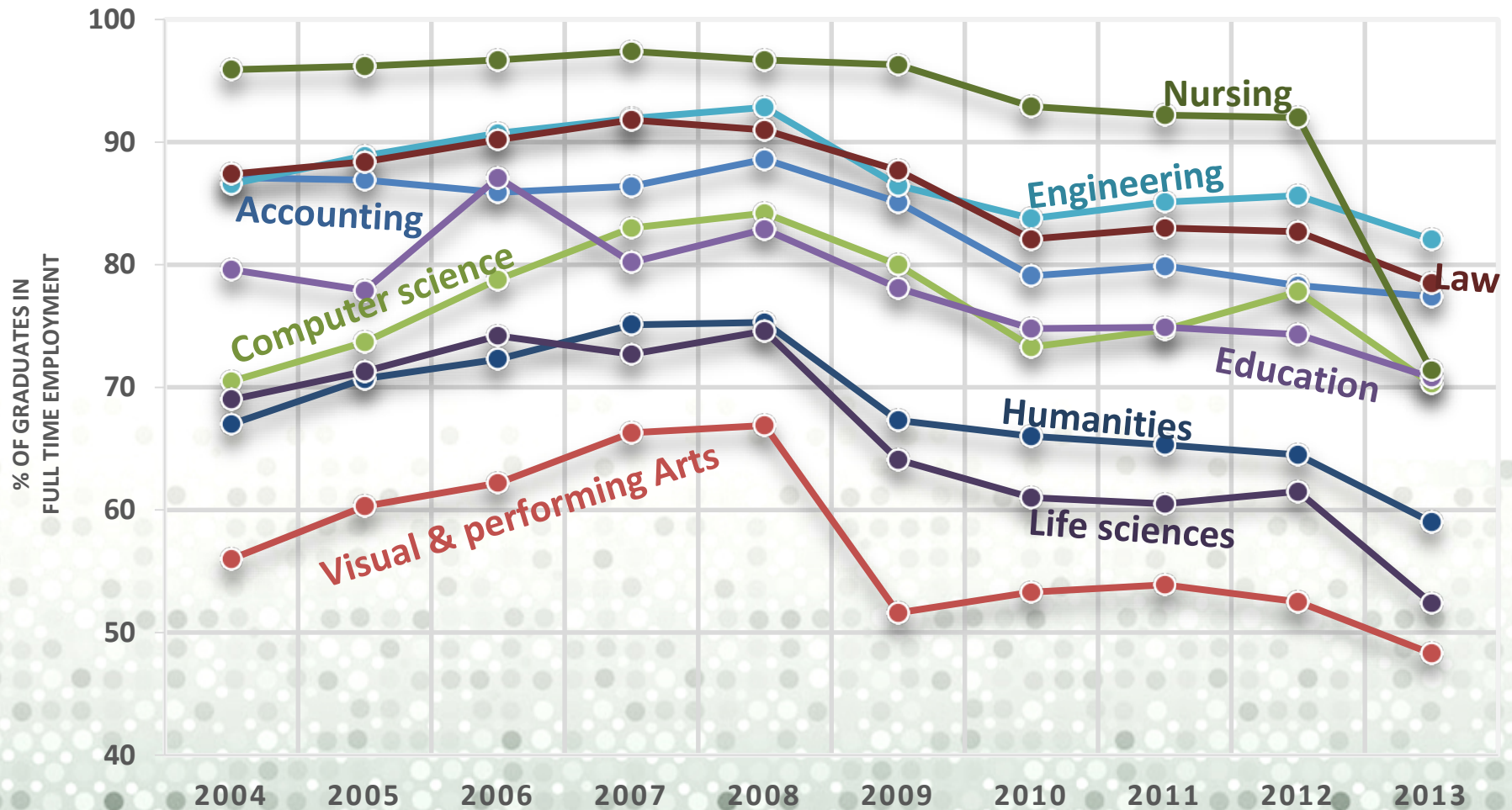
*...to all of the graduates, students,
employers and educators
who shared their strategies and
success stories*

Employment Rates



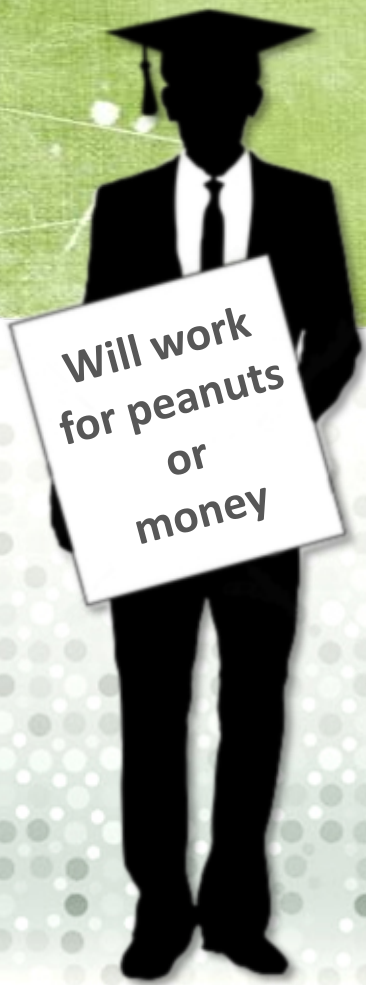
Graduate Careers Australia released data indicating that employment rates of newly graduated bachelor degree holders are the **worst** they have been in **20 years**.

GRADUATE EMPLOYMENT RATES



The BIG Question

How do we increase **GRADUATE EMPLOYABILITY?**



What is

GRADUATE EMPLOYABILITY



To be employable once you have graduated from university means that you:

- Are able to demonstrate soft **skills** (e.g. communication, problem solving) and career specific skills (e.g. computer software)
- Have accumulated **knowledge** and can apply information in the workplace
- Show a positive **attitude** of energy, commitment and contribution



What is

GRADUATE EMPLOYABILITY



To be employable once you have graduated from university means that you:

- Know yourself, your profile, your desired career path and be able to positively **present yourself**; and
- Leverage a developed **network** to connect you with career opportunities



Our RESEARCH



700+
Surveys

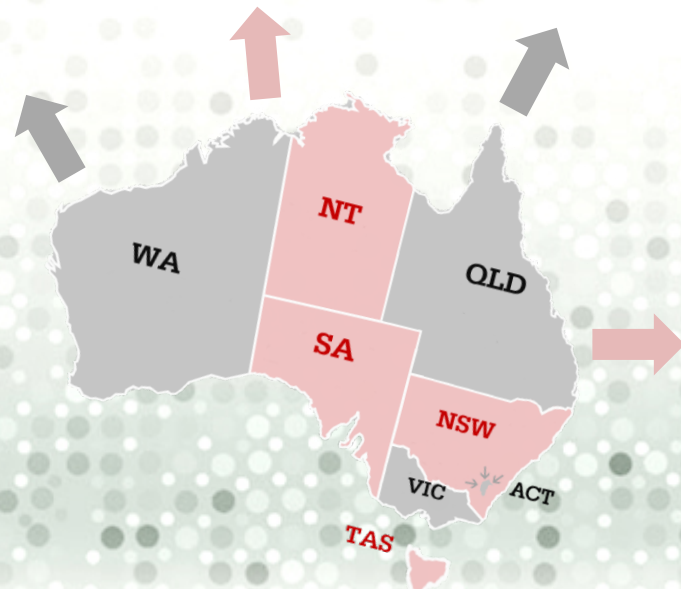
4 Stakeholder Groups
Employers Educators
Graduates Students

80+

In-depth Interviews / Focus Groups



8 States/Territories and some International



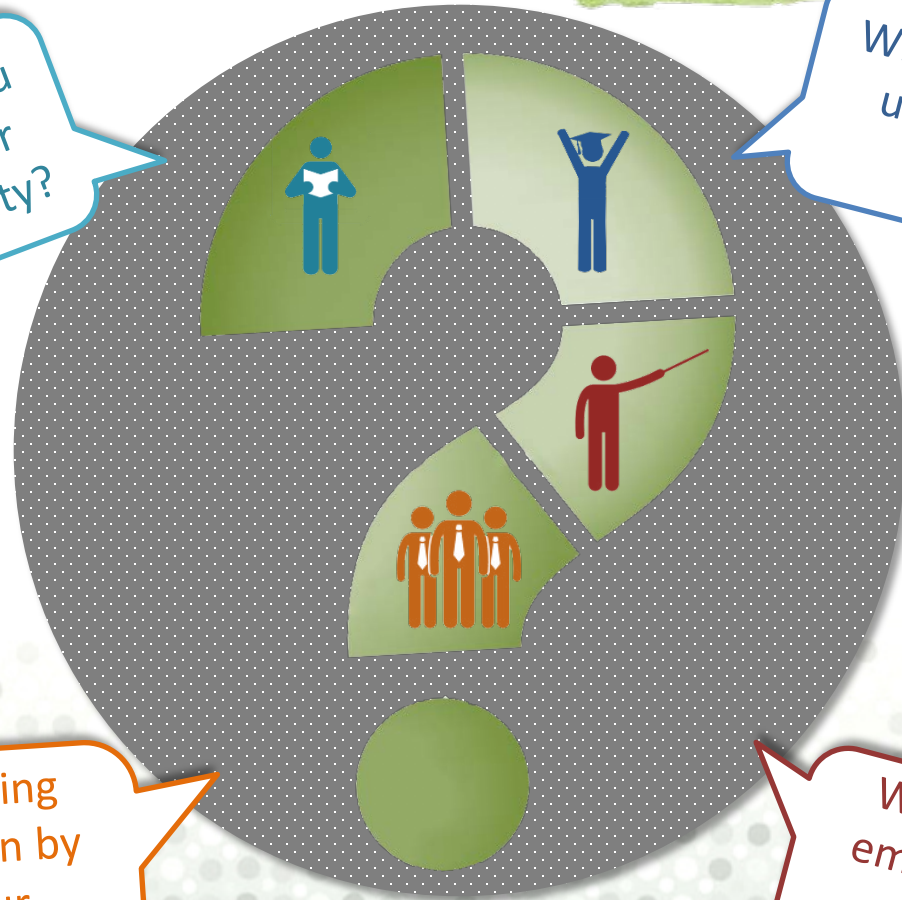
Survey Questions About Strategies

What strategies are you using to improve your graduate employability?

What strategies did you use to improve your employability?

Which of the following strategies undertaken by students does your organisation value when recruiting graduates?

Which of the following employability strategies do you provide for students?



Strategies

Strategies	Students	Graduates	Educators	Employers
Capstone/Final semester project	9%	15%	45%	13%
Careers advice & employment skill development	59%	47%	64%	28%
Extra-curricular activities	48%	47%	65%	60%
International exchanges	16%	10%	30%	23%
Mentoring	28%	24%	48%	34%
Networking	49%	52%	51%	40%
Part-time employment	53%	53%	36%	38%
Portfolios, profiles & records of achievement	40%	40%	41%	25%
Professional association memberships/engagement	29%	37%	54%	34%
Social media/networks	33%	37%	40%	15%
Volunteering	47%	50%	48%	53%
Work experience/ internships/ placements	74%	74%	40%	87%



The Overall

RESULT

- Graduate employability requires creativity, flexibility, innovation and collaboration
- The workplace is changing alongside emerging technologies and becoming more entrepreneurial
- The golden key to graduate employability is co-curricular activity; what students and educators do beyond the classroom

for

STUDENTS

- Start early - in your first semester
- Participate in work experience, placements and internships
- Join extra-curricular (student societies, clubs, competitive sport)
- Do volunteer work (related to your career pathway)
- Get to know your professors and your career development centre personnel



for

GRADUATES



- Less is more – choose a few prospective employers, do your research and tailor your application
- Edit, edit and edit again – particularly your online applications
- Participate in industry graduate initiatives when offered
- Know yourself and practice articulating / demonstrating your personal employability brand
- Remember that interviews are two-way. Do you fit the organisation and do they fit you?

What distinguishes a top performing graduate?

Notably, graduate employability is not restricted to securing employment. It also encompasses longevity, success and lifelong learning during one's career. Employer were therefore asked to comment on what distinguishes a tope-performing graduate from an average employee. Seven themes emerged.

Skills

Both work-specific (hard) and transferable (soft)

Real-world experience

Engagement with industry and employers throughout university has developed realistic notions and expectations of the workforce

Well-rounded

In addition to study, successful graduates had pursued sports and/or hobbies as well as community engagement

Value alignment

Employees are a good fit with the organisation, sharing values such as customer service orientation

Social support

Employees are resilient and are able to handle work-related stress when they have healthy family relationships and friendships

Initiative

Motivation and enthusiasm are important in that employees are then able to self-initiate tasks and find intrinsic rewards in work

Goal-oriented to learn

Employees make the most of opportunities to develop and do not have unrealistic expectations of immediate high-level positions

for

EDUCATORS

- Prioritise work experience, placements and internships
- Invite employers in to consult / present-on curriculum and assessment
- Explicitly articulate graduate employability in the learning outcomes for every subject and openly discuss with your students
- Design authentic assessment activities, aligned with industry standards and approaches
- Know your employability outcomes and be explicit about career pathways

for

EMPLOYERS

- Offer work experience, placements and internships
- Make yourself available to your local universities and/or online
- Prioritise the transition and adjustment of new employees / graduates. Assign a mentor
- Invite innovation and intra-preneurship
- Allow the opportunity for new employees to meet with senior management and to rotate between divisions

STAKEHOLDER ROLES

Each Stakeholder has roles to play:

Students

Seek out and fully participate in employability initiatives

Graduates

Be strong alumni and success story ambassadors for your alma mater

Educators

Prioritise graduate employability as a goal and high-impact outcome of the student experience

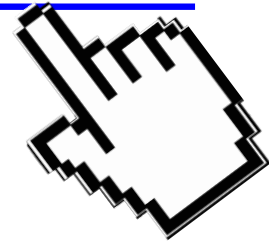
Employers

Welcome graduates and continue lifelong learning opportunities





www.graduateemployability.com



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